CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 8, No. 33 | TORONTO, AUGUST 11, 1943 | $2.00 Per Annum

Protest Tax-Free Programs

Films Help to Soften Italy

Hollywood feature films are expected to play an important role in winning the people of countries conquered from the Axis over to our side. According to the New York Times, films were shown to the natives in North Africa to offset Axis propaganda and they

(Continued on Page 15)

Aivazoff Has No Permit

There's a bit of a twist to the newest stories coming out of Prince Rupert, B.C., about that projected $150,000 motion picture theatre. Paul Aivazoff of Vancouver is behind the plan and it has been getting plenty of publicity in local and Vancouver

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Summerville Loses Election Battle

W. A. (Billy) Summerville, who represented Toronto Riverdale as a Conservative in the Ontario Legislature, was defeated in the Ontario election by 132 votes. L. E. Wismer of the CCF won.

20th Skeds 16 Musicals Eight in Technicolor

Fox is going all-out to meet the demand for musicals and is devoting one-third of its 1943-44 program to them. There are 16 all told, eight of which will be in Technicolor.

Already finished are "Wintertime," with Sonja Henie; "The Gang's All Here," a Technicolor opus starring Alice Faye and Carmen Miranda; and "Sweet Rosy O'Grady," also in Technicolor and starring Bette Grable and Robert Young.

Such Commercial Shows Giving Exhibitors Pain in Pockets

Tax-free shows in Canada's rural sections have created a new problem for exhibitors, many of whom have had a hard time making up the patronage lost by the shift of population to metropolitan centres.

There are some 20 such shows featuring 16 and 35 mm. films operating in the Saskatchewan area alone. These have been arranged by merchants to keep local folk from going to the larger towns to see a movie before or after shopping. Under Section 122 of the Special War Revenue Act, exemption from the 20 per cent tax is provided in certain circumstances for both

(Continued on Page 2)

More Than He Could Chew?

At the Royal York gathering to greet Sydney Samson, here pinch-hitting for 20th-Fox's Jim O'Loghlin, Bill Gehring read a letter from Jim, who is on sick leave.

Jim revealed that he was coming along fine and felt that in the fall he would be well again. "And tough enough to take on any exhibitor," he wrote, "including Simon Meretsky."

"I don't think," opined Bill, looking in the direction of Simon, "that anyone could be that tough!"

Thief Trapped in Theatre Balcony

Peter M. Switschook, 29, was charged with breaking and entering after he was found by a squad of police in the balcony of the Capitol Theatre, Vancouver.

The capture was made by officers under the direction of Sgt. R. W. Leatherdale, who answered a call to the theatre.

Swischook was found under a row of seats at the back of the balcony. A key in his pocket was found to fit the manager's office.

St. John, N.S., IODE Looks After Ushering

Two IODE chapters at St. John, N.S., are now doing the ushering at the Capitol theatre there. The money received goes to war work. The girls take care of the orchestra floor and the regular male ushers are in charge of the balcony.

Tom Connors Becomes Fox General Manager

Thomas J. Connors, vice-president in charge of sales for 20th Century-Fox, has been named general manager of the company.

New M. E. Walker Theatre Opens

The Roxy Theatre, Shubenacadie, Nova Scotia, an addition to the circuit of Malcolm E. Walker, Maritimes exhibitor, opened its doors last week. The manager is Ken Smiley, a local boy.

The Roxy occupies the building which was formerly the old Ma-

(Continued on Page 2)

Personal Angle In B.C. Fight

During the recent arbitration in Vancouver over the refusal of R. Scott, manager of the Lyric Theatre, to hire Joe Errington, a member of the B.C. Projectionists Union, an interesting personal angle was revealed. The human element is often more important

(Continued on Page 4)

Film Board's Answers To Commons Queries

The answers to the questions put to the National Film Board by E. G. Hansell during the recent session of the House of Commons have been sent to this publication through the courtesy of Ross McLean, assistant film commissioner. John Grierson signed the return.

Question five, a request for information about rentals received from commercial theatres, has been ignored with the explanation that it would not be in the public interest to provide it. That stand provoked quite an argument during the session. The NFB explained that it was in some respects in commercial competition and such information would hinder business.

Following are the questions and answers:

(Continued on Page 15)

Empire-Universal Meets For 3 Days

Universal, Republic and Esquire men will hold their convention under the Empire-Universal banner at the Royal York, Toronto, for three days beginning Thursday, August 13th.

The first day will be devoted to Republic, the second to Universal and the third to Esquire and Cosmopolitan. Esquire distributes English product and Cosmo Russian.

Good news for every exhibitor in Canada will be announced at the Empire-Universal Films convention, Toronto, August 12-14. A world of entertainment from UNIVERSAL . . . Top ranking product from REPUBLIC . . . Outstanding productions from British and Russian studios.

Film Weekly

Vol. 8, No. 33 August 11, 1943

HYE BOSSIN, Managing Editor

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Peace, It's Wonderful

A period of peace seems to have reached the Canadian motion picture industry. Looking back to the bickering of a year ago, the present state seems too good to be true. At that time a member of the House of Commons claimed that there was complicity between the circuits and distributors to impede the small exhibitor. A booklet along similar lines had been issued by the then active Independent Motion Picture Exhibitors Association of Ontario, which seems to have done a fadeout. The booklet was wisely ignored by those at whom it was aimed.

The National Council of Independent Exhibitors was an outgrowth of the Independent Motion Picture Exhibitors Association. Nothing has been heard from the former in months, though there is some talk of a convention in Toronto in the fall.

And what about the Advisory Council? That body hasn't met for a long time. Nor have any of its members asked for a meeting. It seemed tremendously important at first, debating every issue at length. There was much sniping at it from those exhibitors who felt that they weren't represented on what was supposed to be a representative group.

Perhaps the fact that the Advisory Council had no power that would make any difference in the authority of R. C. McMullen, director of the industry for the WPTB, caused a loss of enthusiasm.

Or perhaps time has taken care of everything and the exhibitors have no more complaints.

But don't bet on it.

* * *

A Success

The Motion Picture Theatres Association of Ontario was formed last December to provide Ontario with a representative body of exhibitors. Ed Warren became the president and Syd Taube the executive secretary. Other officers are M. A. Milligan, Joe Garborino and H. Friedman.

Sparked by Syd Taube, one of the most popular fellows in the business, the association has grown rapidly and now represents hundreds of Ontario theatres. It maintains an office near the film section which serves the members in every possible way. Bulletins are issued regularly which deal with such matters as fire regulations, theatre safety, maintenance problems and war effort shows.

The association continues to grow. There have been enquiries about an extension of it to cover the Dominion. Western and East Coast showmen have appealed to the Ontario body to represent them in certain matters.

The Motion Picture Theatres Association of Ontario fills a real need here. It is time that its potentialities for widespread service were used for the exhibitors of every province.

* * *

Clarification

Jim O'Loghlin, Canadian chief of Fox, who is away on sick leave, is still the Dominion general manager. Syd Samson, here to pinch-hit, is the Canadian district manager. The actual status of each hasn't been clear until now.

Filmites are wishing both luck. No matter if it rains or snows, the day Jim comes back will be a sunny one. And may it be soon.

Tax-Free Shows Being Protested

(Continued from Page 1)

parish and co-operative shows.

Merchants, organizing a Board of Trade for show purposes and operating on a non-profit basis, have managed to stay within the law. Not only do they paper the territories of nearby theatres with advertising but they operate attraction schemes, such as two admissions for the price of one on certain nights.

Exhibitors, who are arranging a formal protest to Ottawa through their associations, point out that the tax-free shows are run at lower prices, thus keeping the people in their particular town in order to increase business. The shows are operated to bring added profits and should be classified the same under the Revenue Act as regular theatres.

The government, by making the merchants exceptions to the law, is subsidizing unfair competition, as well as doing itself out of sizeable revenue. Operators of standard theatres are in no position to reduce their prices to match those of tax-free houses.

It would be just as fair for exhibitors to sell merchandise of all kinds, receiving permission from the government to ignore the price ceiling.

Replies outlining the attitude of Ottawa to the tax-free shows were received by S. B. Taube, executive secretary of the Ontario Motion Picture Theatres Association. Because of the non-activity of Saskatchewan associations the Ontario body, being closer to Ottawa, was asked to take the matter up.

A request may be made to the exchanges to stop selling films to tax-free theatres within fifteen miles of a standard operator.

PRC Goes In For 16 Mm. Subjects

Clarifying the recent announcement that PRC Pictures, Inc., has acquired majority stock control of Official Films, Inc., engaged in producing and distributing 16 mm. non-theatrical, educational and entertainment films, O. Henry Briggs, president of PRC Pictures, Inc., issued the following statement:

"The deal whereby PRC secured control of the stock of Official Films, Inc., does not alter or abrogate our present arrangement with Pictorial Films, Inc., whereby Pictorial Films, Inc., acts as distributor of PRC product in the 16 mm. non-theatrical field."

New M. E. Walker Theatre Opens

(Continued from Page 1)

jestic theatre, but the structure has been completely renovated since it was taken over by the United Enterprise Limited, early this year.

The walls are of "ten-test," natural shade with drapes of homespun green natural and orange. The floor is covered with green natural to match the drapes.

Seats in the theatre of which there are 187 are of new veneer which arrived only a short time ago.

The theatre was able to purchase the latest type projection equipment, with lamps that give a clear, bright picture on the screen. The most modern sound equipment was also installed. The management is confident that the equipment in general compares favorably with that in any other theatre in the Maritimes.

There will be program changes three times a week, Monday, Wednesday and Friday. Two complete shows will be presented each night, one at 7 o'clock and the other at 9 o'clock. A matinee for the children will be held every Saturday afternoon.

The Roxy, which is one of the United Enterprise chain of theatres, is associated with the Gaiety of Halifax and the Imperial of Sackville.

President Walker said last week that he believes the theatre fills a definite need in the community, and it is expected that it will cater to people from the surrounding countryside for many miles.

Congratulations!

Mr. and Mrs. Gordon Lightstone celebrated their 15th wedding anniversary on Mrs. Lightstone's birthday last Wednesday.

SEAT REPAIRS

Send us your torn seats to be re-upholstered with genuine

Leathercloth

Seats returned same day as received.

CANADIAN THEATRE CHAIR CO.

277 Victoria St., Toronto, Ont.

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE OF THE CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 8, No. 33 COAST-TO-COAST COVERAGE August 11, 1943

'Rhine' Great, 'Sky's' Bubbles

Aivazoff Has No Permit

(Continued from Page 1)

papers. Construction details have been printed and the whole thing trumpeted regularly. But Aivazoff has no permit to build. He is seeking the support of the public in order to get the Department of Munitions and Supply to see it his way.

Prince Rupert's only theatre at this time is the Capitol, a Famous Players house, which seats 708 and operates six days of the week. The town's population has been swelled by the location there of USA troops.

According to Aivazoff, the matter of priority material would present no problem, since in the construction a new material would be used eliminating 90 per cent of war essential stuff and reducing labor by 50 per cent. The theatre, would be a personal project and operated independently.

Plans of the new theatre provide for a building 125 by 90 feet with side entrance and theatre proper portion of 125 by 60 feet. A large basement section would be used for a 16 aisle bowling alley while there would be five stores on the side frontage. The theatre would have seating capacity for 900 persons and equipment would be completely up-to-date.

The stage would be of adequate size to accommodate stock companies and road shows.

A $200,000 YMCA building has been planned for Prince Rupert.

$2,000,000 Grossers

Hollywood turned out 27 films that grossed $2,000,000 in rentals during the 1942-43 season. That's more than were turned out in the ten years from 1930 to 1940. Variety made the estimate.

WANTED

Class B operators no matinees. Male applicants must be of age not subject to military service. Apply to nearest Employment & Selective Service Office.

REFER H. O. 444

"WATCH ON THE RHINE"

VITAGRAPH
(Running Time: 109 Mins.)

It is rarely that a drama reaches the peak of sincerity and passes on complete conviction to the audience. "Watch on the Rhine" does that and it is mainly due to the faultless playing of every member of the cast. The players have more than incidents to enact; they have an important message to deliver. It is delivered in such fashion as to provide an experience that sweeps the watcher with it from credits to fade-out.

Hollywood has provided few worthier dramas than this story of an active anti-Nazi family. And although the major credit belongs to Paul Lukas, around whom the story revolves, Bette Davis and Lucille Watson provide performances of the utmost excellence. "Watch on the Rhine" is an acting picture and the players don't fall it for a single scene. The net effect of their collective effort is a growing fire of sympathy for the cause they espouse. Most of the film has a direct appeal to average intelligence and an exciting effect on the emotions.

Although the film has moments of tense melodrama, it is nothing like the usual anti-Nazi pattern. It does not take the sympathy of the audience for granted. It wins that sympathy by passing on an understanding of what the Underground stands for and becomes a truly splendid drama in the course of it. The studio has not taken for granted that the subject would have appeal, production being ample and direction fine.

Paul Lukas is the anti-Nazi fighter who, with his family, has come to America to visit Lucille Watson, mother of Bette Davis, who plays his wife. Lukas has certain business with Underground supporters on this continent. Visiting his mother-in-law's house is George Coulouris, a shady Roumanian count, whose wife, Geraldine Fitzgerald, is in love with the son of the family, Donald Woods.

Coulouris attempts to blackmail Lukas out of anti-Nazi funds in his possession on the threat of revealing his projected return to Germany, where he is headed to fill in for the leader who has just been apprehended by the Gestapo. The means used to prevent this brings violence into the peaceful household and creates a realization in the minds of these comfortable people of the issues at stake.

Others who perform well in minor roles are Beulah Bondi, Kurt Katch, Donald Buka and Eric Roberts.

"THE SKY'S THE LIMIT"

RKO
(Running Time: 89 Mins.)

There has been a slowly-growing plan to direct the attention of the audience away from the fast-moving feet of Fred Astaire and transfer it to his casual charm. The switch from the agile underpinning which first won him fame to the summit of his physical geography has had its effect. Astaire, with his devil-may-care manner, is now a fellow with an untheatrical personality who can out-charm anybody in Hollywood, foot for foot of film. And he is by way of becoming a top comedian. In "Sky's the Limit" he even gives Robert Benchley a beating on the laugh scoreboard.

Not that Astaire doesn't dance here. He does—with Joan Leslie in the team-up scenes and alone in his usual hair-raising fashion. But just enough. The rhythmic hop, skip and jump, though exciting, doesn't lessen his general easy-going manner. Astaire dominates the film and so it's all friendly, familiar and comfortable. Which is as it should be to send the customers home happy.

"Sky's the Limit" is good solid musical comedy. It has one beautiful ballad number, "Shining Hour," the frequent renditions of which are stimulating. Miss Leslie gives her best performance to date, revealing progress as an actress and showing much promise as a singing and dancing star. Her work with Astaire is first-rate.

The war is introduced, then forgotten. Astaire is a Flying Tiger hero who tires of all the parades in his honor and skips out. He changes into civilian clothing and chances on Leslie in a night club.

It's a very good show.

Harvey, Deveau To Sydney Houses

Robert Harvey of Toronto and Henry J. Deveau of Halifax have been appointed to manage Sydney, Nova Scotia, houses. Harvey will handle the Vogue and Deveau the Capitol. The announcement was made by D. P. MacDonald, owner and general supervisor of both houses, which are under lease to Famous Players.

Harvey was connected with the Tivoli in Toronto, and Tivoli in Hamilton, also the Capitol in Kingston, Ontario and the Capitol in Rouyn, Quebec. He came to Sydney from Hamilton and has been with Famous Players for the past eight years.

Deveau, a native of Halifax, started in the business when the new Capitol opened in Halifax. He was head usher and assistant to the house manager.

From there he was transferred to the Garrick Theatre and occupied the post of assistant manager until his newest promotion.

MONOGRAM PC PICTURES

OF CANADA LTD.

277 Victoria St.
Toronto

Current Releases

GHOSTS ON THE LOOSE

East Side Kids, Bela Lugosi, Ava Gardner (Mrs. Mickey Rooney)

MR. EXHIBITOR: East Side Kids' pictures are proving the most popular boxoffice attractions in Canada today—and satisfying all types of patrons. They are real entertainment. Ask the exhibitors who play East Side Kid pictures—they will tell you that they make money and are entertaining the patrons.

WINGS OVER THE PACIFIC

Inez Cooper and Edward Norris in a timely picture of the type that spells boxoffice.

SPY TRAIN

Richard Travis and Catherine Craig in a mystery story of the present war—as timely as today's headlines.

MONOGRAM is releasing fast-action Westerns—eight this year. The public today are in the mood for this type of picture and our Westerns answer that demand. Now ready—four Western subjects featuring Johnny Mack Brown and Raymond Hatton, and four featuring Ken Maynard and Hoot Gibson.

★

Coming Soon—

MELODY PARADE

A bright, sparkling musical—singing, dancing, comedy, music.

REVENGE of the ZOMBIES

I WAS A CRIMINAL

COLLEGE SWEETHEART

We are happy to announce that Monogram Pictures of Canada Limited will be one year old on October 4th, and we want to take this opportunity of thanking all exhibitors for their valued business—and don't forget our First Anniversary Drive, weeks of October 4th and 11th.

★

The fastest-growing company in the industry

MONOGRAM PICTURES

Toronto, Montreal, St. John
Winnipeg, Calgary, Vancouver

Managerial Discourtesy?

The phone at the Bayview Theatre, Toronto, rang and was answered by the manager, Bob Berezin. The following dialogue took place:

Lady: "What time does 'White Savage' go on?"
Bob: "We are not playing 'White Savage,' madam."
Lady: "Could you tell me where it is playing?"
Bob: "Sorry, I don't know. But you could find out in a newspaper."
Lady: "Would you mind looking it up in your paper?"
Bob: "I have no paper."
Lady: "Will you send out for one?"
Bob: "I have no one to send."
Lady: "Then go out yourself and get one."
Bob: "Sorry, but I'm too busy with my work."
Lady: "You brute!"

And the lady hung up the receiver with an ear-shattering bang.

* * *

Retreat Via Mail

When introducing Col. Cooper at the Royal York gathering for Sydney Sampson, Bill Gehring recalled that, when he had been manager of Fox's Montreal branch, he had had some correspondence with the chairman of the Distributors Association.

"I wrote him a letter and he answered, putting me in my place," said Bill. "I wrote another and so did he. It developed into a letter writing duel. Finally, I quit. I knew when I was beaten. And I haven't written him a letter since!"

What Bill didn't know was that the Colonel was once a newspaper editor.

* * *

The Peep-hole's Choice

Some of the manager's of the Twentieth Century chain got up a farewell party for Harold King, who just succeeded Frank Reid to the management of the Park, Chatham. Reid replaced Harland Rankin, resigned to take care of his own house at Tilbury. The place was Kenwood Hall and the time was midnight. Staff members of the chain's Toronto houses celebrated Harold's departure nigh on to 4 a.m. with coca cola, corned beef and general raillery . . . Charlie Querrie, ye olde sportman who manages the Palace, Toronto, confessed to being 65 last week. . . . There was some tall goings-on at Sunnyside softball diamond last week between former and present Paramount girls. Thelma Golden, the ex-Para peach, came up from Montreal for a series against local teams. The first night, without Thelma on the mound, her team was beaten by the pitching of Alma Wilson, who used to pound a typewriter beside Thelma at Paramount. And what's more, Alma tied Thelma's famous record of 23 strikeouts in one game! Then, on the next night, Thelma pitched against her former team-mates, Sunday Morning Class, and was beaten because of the great pitching of Theresa Capalbo, who is still at Paramount. Each had five strikeouts and gave one walk but Thelma allowed 11 hits to Theresa's five. As Win Barron says, "Paramount is paramount."

* * *

Stay Careful

The manner in which the fire at the National Film Board was stamped out before it could do great damage proves that anti-fire architecture pays.

Most provinces have adequate building rules. It remains for those who handle film in work or transit to assist the authorities in their studies of fire prevention by guarding against carelessness.

According to Ontario rules, a film exchange may not share its premises with any other enterprise unless approved by the inspector. Poster rooms must have metal racks and film scrap must be placed in a receptacle half-filled with water.

There are many such safety rules. The human factor is usually more responsible than the mechanical one in cases of fire. So it depends on you.

Personal Angle In B.C. Fight

(Continued from Page 1)

to the parties involved in a contract than cut-and-dried business relations.

The case won much space in Vancouver newspapers. The final decision hasn't reached this office but the story is interesting just the same. It was the first time Scott had turned down a man from the union. He refused to state the reason but was finally persuaded to.

Many years ago, he said, Joe Errington, the projectionist in question, had signed a contract involving a large sum of money. There was some trouble about the contract and it became a court case. When it came time for Errington to testify he had disappeared and didn't come back until the case was finished.

Scott said that he no longer had faith in the man. He was not his enemy but he'd rather not have him around. "I don't want this fellow shoved down my throat," was the way he put it.

Judge Harper's opinion was that the union should have been told. Clarence M. O'Brian, K.C., who acted for the union claimed that mutual consent wasn't necessary because the job was a vacancy, not a replacement.

J. R. Foster, union business agent, said that Errington had 13 years of experience. He has a job but was entitled to the Lyric situation, a better one, because of seniority.

How Do You Get Around This One?

A letter to the editor of the Record-News, Smith Falls, Ontario, signed by "A Citizen," complains:

"I am just one of the many people who feel it's time something was done about conditions at our local theatre.

"When people pay to see a picture they expect to hear it as well, but lately you're lucky if you can hear half of it, with children talking and babies crying, others cracking gum in your ear, etc.

"I'm sure many more would go to the theatre if they could be assured that they could relax and enjoy the picture and I feel that by writing this letter I am only expressing the opinion of many of our local citizens who feel it is high time something was being done about it."

Columbia is in its stride... TOP PICTURES... TOP STARS... Month after Month!

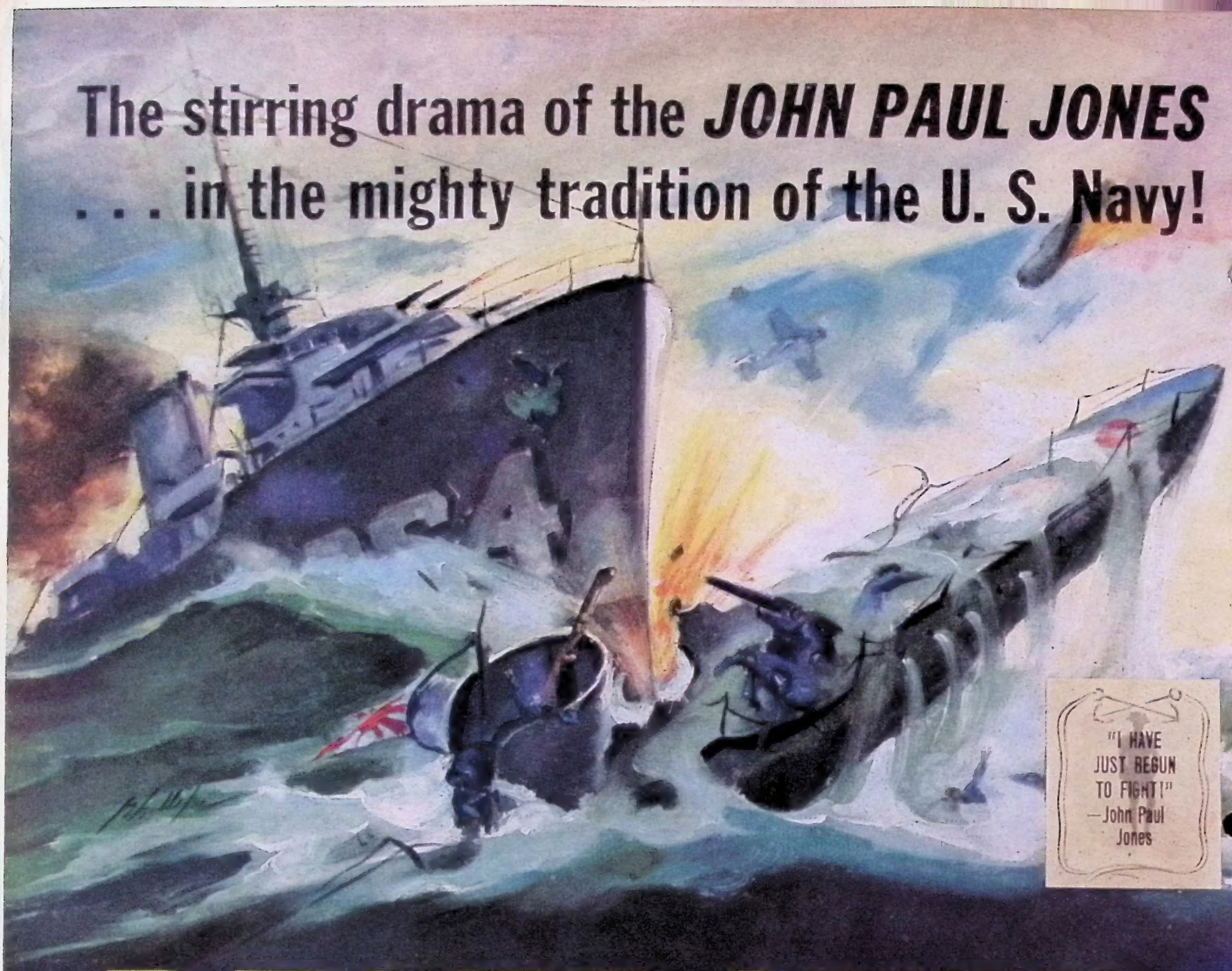
Columbia's performance in the past ten months...

THE TALK OF THE TOWN
MY SISTER EILEEN
YOU WERE NEVER LOVELIER
A NIGHT TO REMEMBER
COMMANDOS STRIKE AT DAWN
REVEILLE WITH BEVERLY
SOMETHING TO SHOUT ABOUT
THE DESPERADOES
THE MORE THE MERRIER
FIRST COMES COURAGE

... is your guarantee for the months that follow...

PRINTED IN U.S.A.

The stirring drama of the ***JOHN PAUL JONES*** . . . in the mighty tradition of the U. S. Navy!



"I HAVE JUST BEGUN TO FIGHT!" —John Paul Jones

DESTROYER

STARRING

EDWARD G. ROBINSON

RELEASED IN AUG.

with GLENN FORD · MARGUERITE CHAPMAN
EDGAR BUCHANAN

Screen play by Frank Wead, Lewis Meltzer and Borden Chase
Directed by WILLIAM A. SEITER · Produced by LOUIS F. EDELMAN

THE SENSATIONAL STAR OF "CASABLANCA"!
HUMPHREY
BOGART
SAHARA
WITH
BRUCE BENNETT
J. CARROL NAISH
LLOYD BRIDGES
Screen play by John Howard Lawson and Zoltan Korda
Directed by ZOLTAN KORDA
A Great Adventure Drama of War in the Desert!
RELEASED IN SEPT.

LAVISH MUSICAL EXTRAVAGANZA... WITH GIRLS AND GLITTER... RHYTHM AND ROARS!

Gregory RATOFF'S

TROPICANA

The torrid, tuneful, terrific show

starring

MAE WEST ★ VICTOR MOORE ★ WILLIAM GAXTON

Directed by GREGORY RATOFF

RELEASED IN OCT.

A *JIVE*-BOMB OF GRAND ENTERTAINMENT!

ANN MILLER

JAN GARBER AND HIS BAND

GLEN GRAY AND HIS CASA LOMA BAND

CHARLIE BARNETT AND HIS BAND

TEDDY POWELL AND HIS BAND

LOUIS ARMSTRONG AND HIS BAND

THE PIED PIPERS

JAN SAVITT AND HIS BAND

ALVINO REY AND HIS BAND

JAM SESSION

RELEASED in OCT.

Cupid gives the business to a modern business girl who tries to turn her back on romance!

Directed by
IRVING
CUMMINGS
who directed
"Louisiana Purchase"
..."My Gal Sal"

Rosalind *Brian*

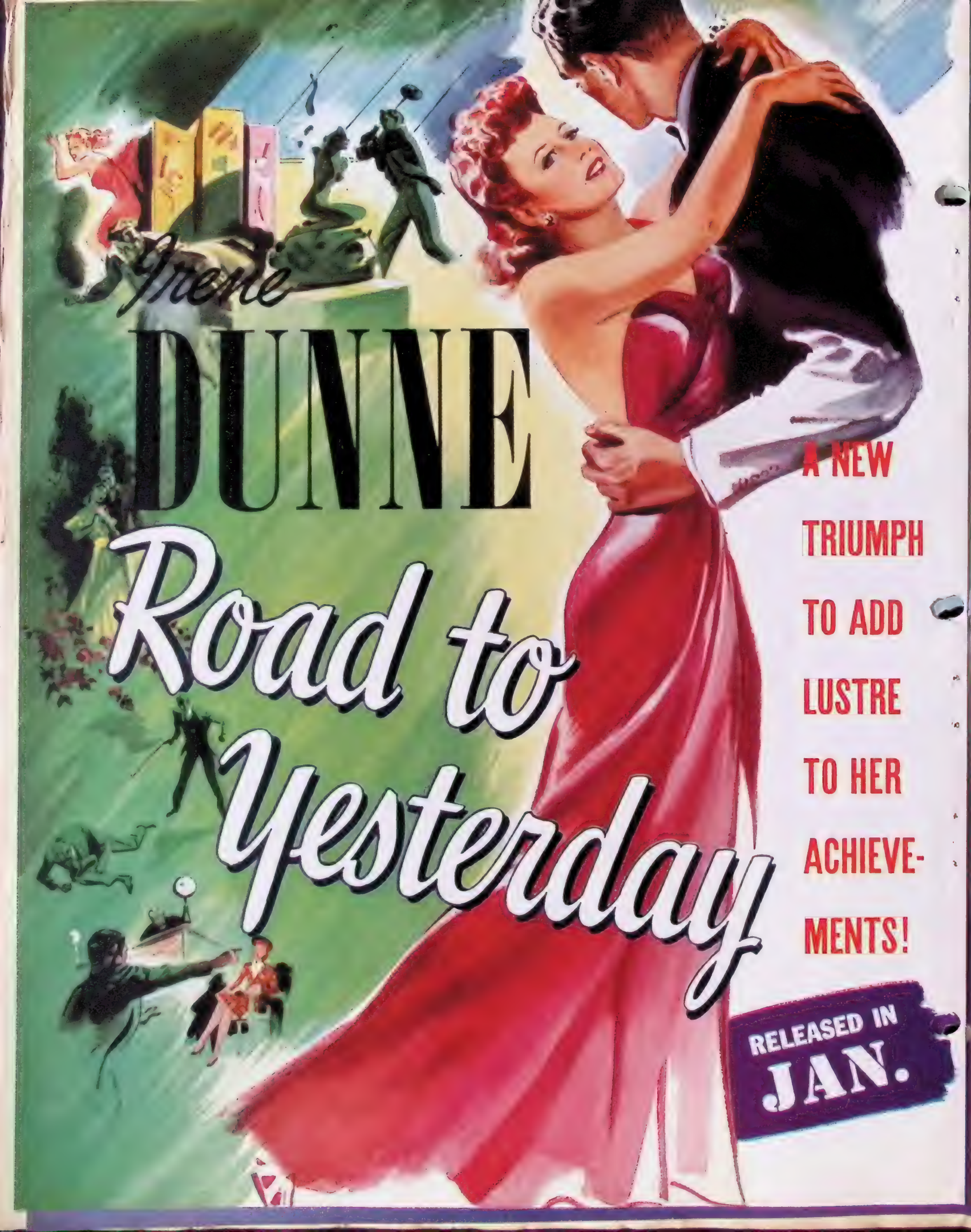
RUSSELL ★ AHERNE

10 PERCENT WOMAN

Produced by P. J. WOLFSON

RELEASED IN
NOV.

The most widely-publicized attraction in years!
Rita
HAYWORTH
Jinx
FALKENBURG
and the 15 most
beautiful girls in the world
Cover Girl
IN TECHNICOLOR!
RELEASED IN
DEC.
Music by JEROME KERN
Lyrics by IRA GERSHWIN
Directed by CHARLES VIDOR • Produced by ARTHUR SCHWARTZ


Irene
DUNNE
Road to Yesterday
A NEW TRIUMPH TO ADD LUSTRE TO HER ACHIEVE-MENTS!
RELEASED IN JAN.

Hilarious Romance..the tale of a spectacular guy and his fabulous way to a woman's heart!

CARY GRANT
My Client Curley

Directed by
ALEXANDER
HALL

Based on the prize radio show by Norman Corwin
and Lucille Fletcher Herrmann
Produced by LOUIS F. EDELMAN

RELEASED IN
FEB.

THE BROADWAY HIT PLAY...A ROMANTIC DRAMATIC MUSICAL!

Films Help to Soften Italy

(Continued from Page 1)

were successful.

Sicilians haven't seen any American films for five years. Before Mussolini forced Hollywood product off the Italian market the natives were all for them. They relied on old films and these gave the up-to-date Italian stuff stiff competition.

The Office of War Information has selected 40 films from the lists of eight studios for showing in Sicily as soon as possible. Italian dialogue titles have been prepared.

The titles suggest that Hollywood drew practically a straight entertainment assignment in this campaign, but each picture is in itself a reflection of the American way, and it is hoped that they will help to expedite the re-establishment of friendly relations. Herewith are a few of the titles: "The More the Merrier," "Here Comes Mr. Jordan," "Sun Valley Serenade," "My Friend Flicka," "Joe Smith, American," "Pride and Prejudice," "The Gold Rush," "Long Voyage Home," "The Major and the Minor," "So Proudly We Hail," a story of American nurses on Bataan, not yet released here; "The Navy Comes Through," "Mr. and Mrs. Smith," "It's a Date," "Appointment for Love," "Yankee Doodle Dandy," "Air Force" and "Sergeant York."

The Italians, who were told that the USA and Britain were decadent democracies, will get a new slant from the shorts. These will show the industrial might of both countries and the military power in action which defeated the Axis in Tunisia. Others are of a documentary and cultural nature.

In 1938 Sicily had 138 theatres wired for sound. There are 400 on the island.

The exchanges will have no control over the films, which are part of military operations. After the army is through with the prints they will be returned.

'Train Busters' to Share First Ride

As part of its cargo, the first Lancaster bomber produced in this country will carry to England a print of Canada's newest movie, "Train Busters," starring fighter pilots and bomber crews of the RCAF overseas. By special arrangement with the National Film Board in Ottawa and London, airmen participating in the filming of the picture will be among the first to see it on the screen.

"Train Busters" will be released through Columbia in the Film Board's Canada Carries On series.

Film Board Answers Commons Queries

(Continued from Page 1)

1. What are the names of the members of the National Film Board?

Chairman: Major-General The Honorable L. R. LaFleche, Minister of National War Services.

Members: Honorable T. A. Crerar, Minister of Mines and Resources; Mr. Donald Cameron, Director of Extension, University of Alberta; Mr. C. G. Cowan, Managing Director, British American Bank Note Company; Mr. Edmond Turcotte, Editor-in-Chief, "Le Canada," Montreal, Quebec; Dr. Georges Bouchard, Assistant Deputy Minister, Department of Agriculture; Mr. J. F. MacNeill, K.C., Law Clerk and Parliamentary Counsel; Mr. L. B. Pearson, Minister Counsellor, Canadian Legation, Washington, D.C.

2. What is the organizational set-up of the Board; how many are employed, and in what position?

The organization of the Board is headed by the Government Film Commissioner, who is the chief Executive Officer of the Board and responsible to it. By Orders in Council P.C. 3549, P.C. 6047 and P.C. 4854, dated June 11th, 1941, August 8th, 1941 and June 15th, 1943, the control and supervision of the Government Motion Picture Bureau were transferred from the Department of Trade and Commerce to the National Film Board, and of the graphics and posters activities of Wartime Information Board to the National Film Board. Under the Film Commissioner, the following divisions of the Board operate:

General Administration.

Production Divisions, English and French.

Distribution Divisions: Canadian Section — English and French, United States Section, World Section.

Stills Division.

Graphics and Posters Division.

Film Laboratories.

Armed Forces Division.

Rural Film Circuits.

Industrial Film Circuits.

Offices Abroad — London, New York, Chicago, Washington.

Employed: Permanent—18, Temporary—442, divided as follows:

Government Film Commissioner	1
Assistant Film Commissioner	1
Controller and Secretary	1
Producer-in-Charge	1
Supervisors and Assistant Supervisors	27
Production and Distribution Liaison Officers	12
Camera Men and Assistant Camera Men	37
Technical Assistants	182
Production Assistants	61
Film Librarians	5
Engineers	2
Projectionists (93 Seasonal)	99
Clerks	16
Stenographers	9
Typists	4
Office Girls	2

3. How many films have been released to, (a) motion picture theatres; (b) for other use?

(a) 348. (b) 808.

4. How many films in the Canada Carries On series have been released up to the 31st May, 1943?

39.

5. What remuneration has been received from motion picture theatres for use of films up to May 31, 1943?

It is not in the public interest to give remuneration from motion picture theatres as such information might favor competitors.

6. What was the total cost of the National Film Board, and its work for each year of its operation?

Year ending March 31st, 1940—(including Motion Picture Bureau: $142,126.04.

Year ending March 31st, 1941—(including Motion Picture Bureau: $159,563.93.

Year ending March 31st, 1942—(including Motion Picture Bureau: $187.874.47.

Work done to the order of and costs recovered from other Government Departments, including the armed services: $505,242.14.

Year ending March 31st, 1943—National Film Board: $306,531.62.

Work done to the order of and costs recovered from other Government Departments, including the armed services: $1,228,893.76.

(Note: 1942—43 figures subject to minor adjustments)

Troops Now See Latest Films

Soldiers in Canadian Army Camps are seeing first-run, "A" class movies in 35 mm. film as soon as they are available for civilian theatres.

Six months ago, first run "A" pictures began showing in Army Camps on 16 mm film, a type which is used in portable projectors. The new arrangement enables Camp theatres to give the same performance as civilian movie houses.

Full length features in technicolor are also being released to service theatres under the new arrangements. Hitherto, use of color films was restricted to "shorts" and cartoons.

Producers Releasing Corporation Limited
PRC
H. J. ALLEN, President

Current Releases

PAYOFF
Lee Tracy and Tina Thayer

•

THE YANKS ARE COMING
Henry King's Orchestra Mary Healy, Jackie Heller

•

BOSS OF THE BIG TOWN
John Litel, Florence Rice H. B. Warner

•

MISS V FROM MOSCOW
Lola Lane, Noel Madison, Howard Banks

•

GHOST AND THE GUEST
James Dunn and Florence Rice

•

DEAD MEN WALK
George Zucco and Mary Carlisle

•

CORREGIDOR
Otto Kruger and Elissa Landi

Producers Releasing Corporation
LIMITED
Executive Offices:
277 Victoria St., Toronto, 2, Ont.

IT'S ALWAYS FAIR WEATHER WHEN GOOD SHOWMEN AND GOOD SHOWS GET TOGETHER!

THE Paramount Picture

EXTRA
PLAYING TIME IS THE ORDER OF THE DAY WITH PARAMOUNT PRODUCT!

VOL. 2 (ADVT.) The Lowdown on the Production and Distribution of the Best Shows in Town! NO. 2

'DIXIE' IS SENSATIONAL!

TRADE'S FINEST MUSICAL SERIES

"At the close of the Paramount District Managers' Convention in New York recently we previewed for them at the Paramount Theatre, New York, the first of our new musical parade series, entitled "Mardi Gras." In our humble opinion, boys, it is the best musical short we have ever seen from any source. You do not have to take our word for it. Everyone who has seen the picture to date (and there have been many) speak convincing words as to its boxoffice quality. Bob Weitman, the very able manager of the great Paramount Theatre in New York City, says it is the top musical short he has ever seen.

"MARDI GRAS" is the first of the Industry's finest musical series—great entertainment in Technicolor, says Oscar Morgan, Short Subjects sales manager, in this letter to Canadian branch managers and bookers, part of which is printed here.

"At the preview screening a Variety reporter covering the feature picture, 'True to Life,' thought he was looking at another feature when he saw "Mardi Gras" —It is just that good.

"Marvelous color, tuneful music, fast-moving entertainment, a swell love story, a grand cast — and above all produced and directed with all the finish of a Paramount feature musical."

Furiously Paced Is This Comedy

Paramount's picturization of the Broadway smash play "Let's Face It" promises to be one of the outstanding laugh hits of the season. Starring Bob Hope and Betty Hutton, "Let's Face It" is a hilarious musical comedy based upon the experiences of a soldier financially unable to marry.

Admirably directed by Sidney Lanfield, from a screenplay by Harry Tugend, "Let's Face It" opens with terrific tempo and sustains the pace right through to the end of the picture. "Let's Face It" is just another indication of how much Paramount is abreast of public taste, catering to theatre audiences with the snappiest kind of "escapist" material.

'STARRED SELECTED FEATURE'

Paramount's "So Proudly We Hail" is listed by the National Film Board of Review as a "starred selected feature," pegged thereby as a "picture especially worth seeing." Condensation of the Board's comment follows:

"Though the film is terrifyingly realistic at times, it is done, for the most part, with so much authenticity and restraint that it achieves real distinction in building up characters and emotional reactions that are convincingly valid. It is a fine picture and one to make us very proud of our women in this war."

THREE'S A CROWD graphically illustrated above by BING CROSBY, DOROTHY LAMOUR and BILLY de WOLFE, all of whom appear in Paramount's Technicolor melody masterpiece, "Dixie."

First Engagements Top 'Morocco' And 'Star Spangled Rhythm'

Terrific engagements of "Dixie" in numerous American key centres, establishes this Crosby-Lamour-Reynolds Technicolored musical as a nation-wide smash hit. "Dixie" is the type of picture that takes the audience away from today's wartime conditions and whisks them back through the years to the days when entertainment was being revolutionized by the minstrel men.

An outstanding cast, a nostalgic theme, a musical, romantic background plus the fact that the picture is Technicolored will place "Dixie" as a sure boxoffice potentiality.

In "Dixie," Bing Crosby plays the role of Dan Emmett, composer of the ageless song, ably supported by Dorothy Lamour and Marjorie Reynolds. Billy de Wolfe is a newcomer to the Paramount plantation and is aptly cast in "Dixie." De Wolfe has been hailed as a new discovery and rated rave reviews up and down the bylines. "First-class (Cameron); "Excellent" (Post); "First-Rate" (Trib); "One lasting new contribution to movie mirth—a deft, sly rascal who insinuatingly cons laughter from the audience." (World Tely)

In Producer Paul Jones' inimitable style, "Dixie" has been brought to the screen as a picture of smash boxoffice calibre — a picture that every exhibitor in the Dominion can play across the board.

As is customary with Paramount, "Dixie" has been given every care in production. The vivid Technicolor sets off to great advantage the beautiful costumes of the South and the minstrel parades are "something to write home about." It is a perfect background for Crosby to put across his songs—songs matched to the style and feeling of the picture by Burke and Van Heusen.

Exhibitors just can't afford to pass by a picture like "Dixie." Theatre audiences demand this kind of fare. The far-seeing exhibitor will see that they get it.

PARAMOUNT MONTH - AUG. 30 TO SEPT. 25

ENLIST now, at your nearest Red Cross Blood Donor's Clinic. Fight with your blood, that blood which goes into the serum that so often means the difference between life and death to a sailor, a soldier, an airman in the front line of battle fighting for you.

The Red Cross must have 12,000 men and women donors weekly. The act of giving a small amount of blood is simple and painless. Any healthy person between the ages of 20 and 55 can do it. Men and women in factories, munition plants and offices are urgently asked to organize groups which will pledge so may donors weekly.

Canadian blood is now used to save lives in Russia and Italy.

Let no man die for lack of life-saving serum drawn from YOUR blood.

PUT THE SPOTLIGHT ON *Box Office Profits!*

● The successful theatre owner realizes how much of his profits depend upon good projection. That is why National Projector Carbons are Canada's favourites!

The fast-moving colourful modern production demands the abundance of powerful light that can be obtained from these Carbons. Clear, comfortable vision is assured and that means satisfied patrons who come again and again. This repeat business is what builds box office profits.

Moving pictures provide entertainment so vital to morale—and important news of our boys overseas.

Make sure your projection is right — use National Projector Carbons of the recommended type.

WHEN THE WAR IS OVER

IF YOU HAVE the new-type of lamps which take High Intensity or "Suprex" Carbons you are fortunate. Very few of these types of lamps are now available. After the war, most theatre owners will use these new lamps so that they can take advantage of the extra power of both "Suprex" and High Intensity Carbons.

CANADIAN NATIONAL CARBON CO. LIMITED

CARBON SALES DIVISION

HALIFAX, MONTREAL, TORONTO, WINNIPEG, VANCOUVER